

## ABSTRACT

The invention describes a novel method and system of reselling in retail, preferred Internet access services to the end user at a subsidized  
5 cost through the use of a revenue generating interface, like an ad display interface, resident on the client machine. The end user will have the choice of ISP from the list of reseller's partner ISPs. The reseller would own a virtual super market of ISP services at a national or international level, also extending a 'roaming' facility to the subscriber when he is away from his  
10 primary point of access.